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The Handbook of Market Intelligence lays out the territory of what MI is, who is using it, and why it is valuable to the business as a whole and to different specialisations, such as marketing. It is strongly supported by short case studies, which supplement the systematic overview with meat-on-the-bones, and, in doing so, offer insights and solutions to problems otherwise not covered.

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Summary. This chapter briefly introduces the elements in an intelligence organization, and explains the evolutionary path that an intelligence organization typically follows after its initiation. Intelligence organization is a key success factor of world class market intelligence. It refers to the people and informed resources that make the intelligence process happen.

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